

FIG.1

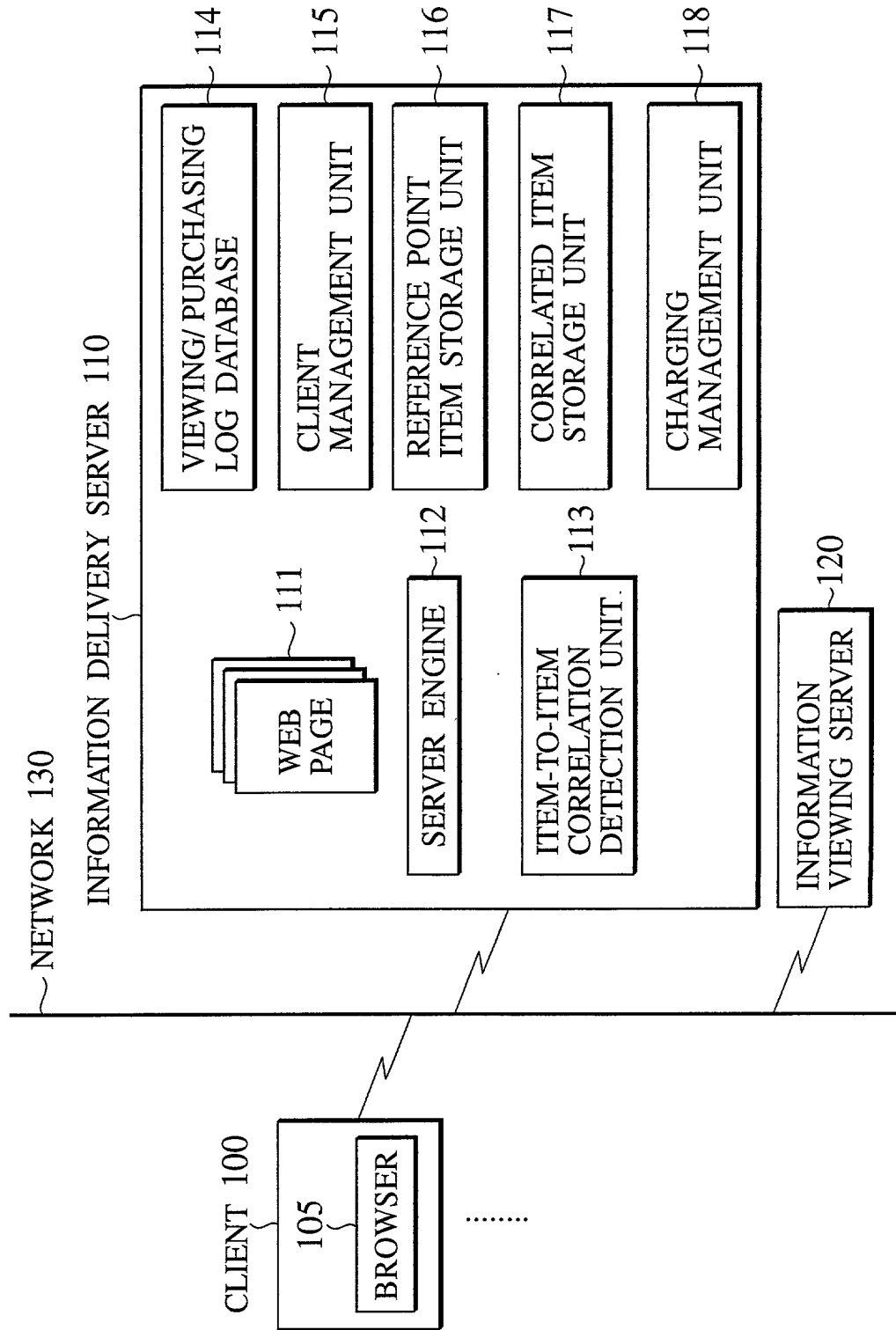


FIG.2

ACQUISITION OF ACCESS LOG

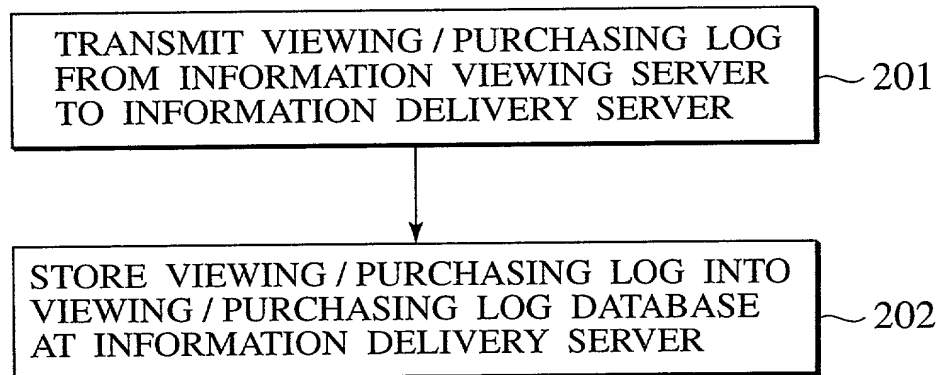


FIG.3

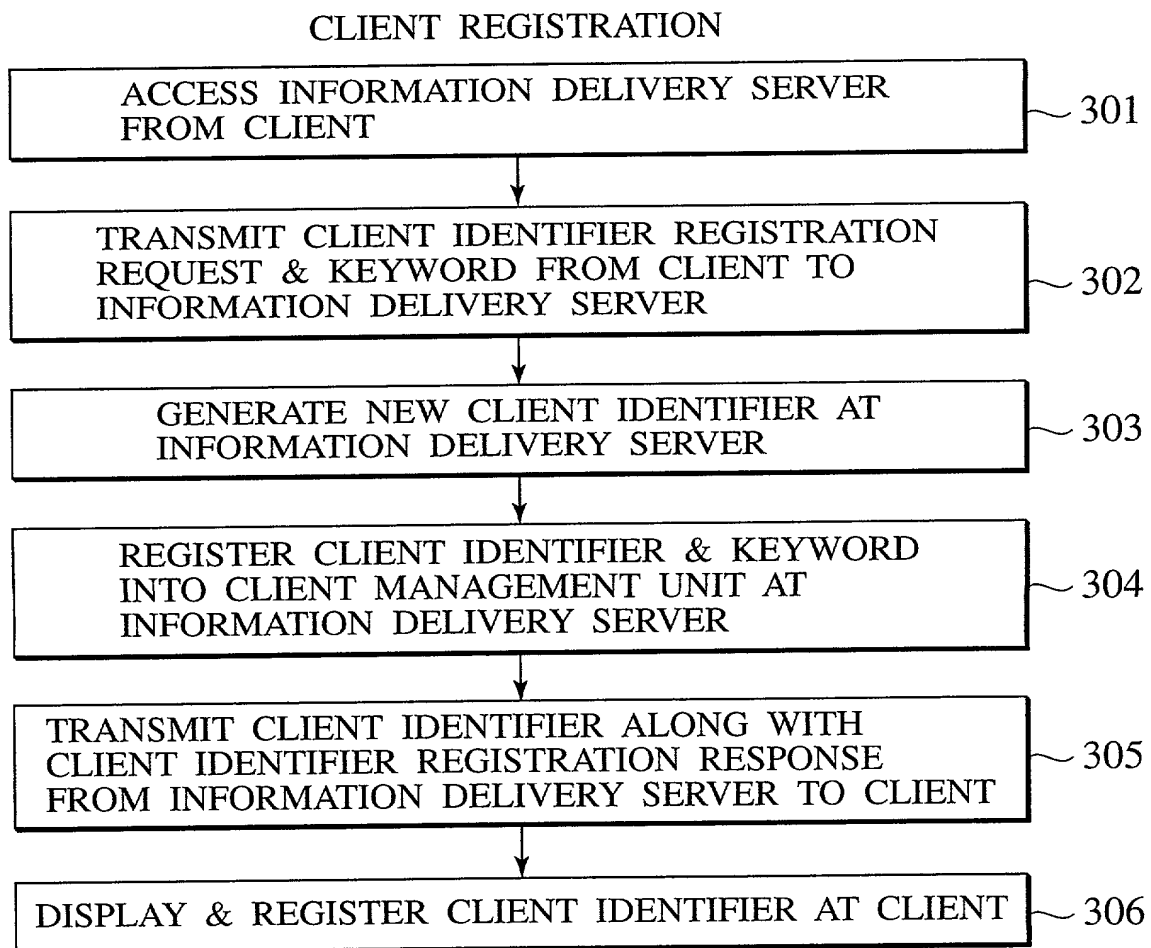


FIG.4

CORRELATED ITEM DELIVERY REGISTRATION

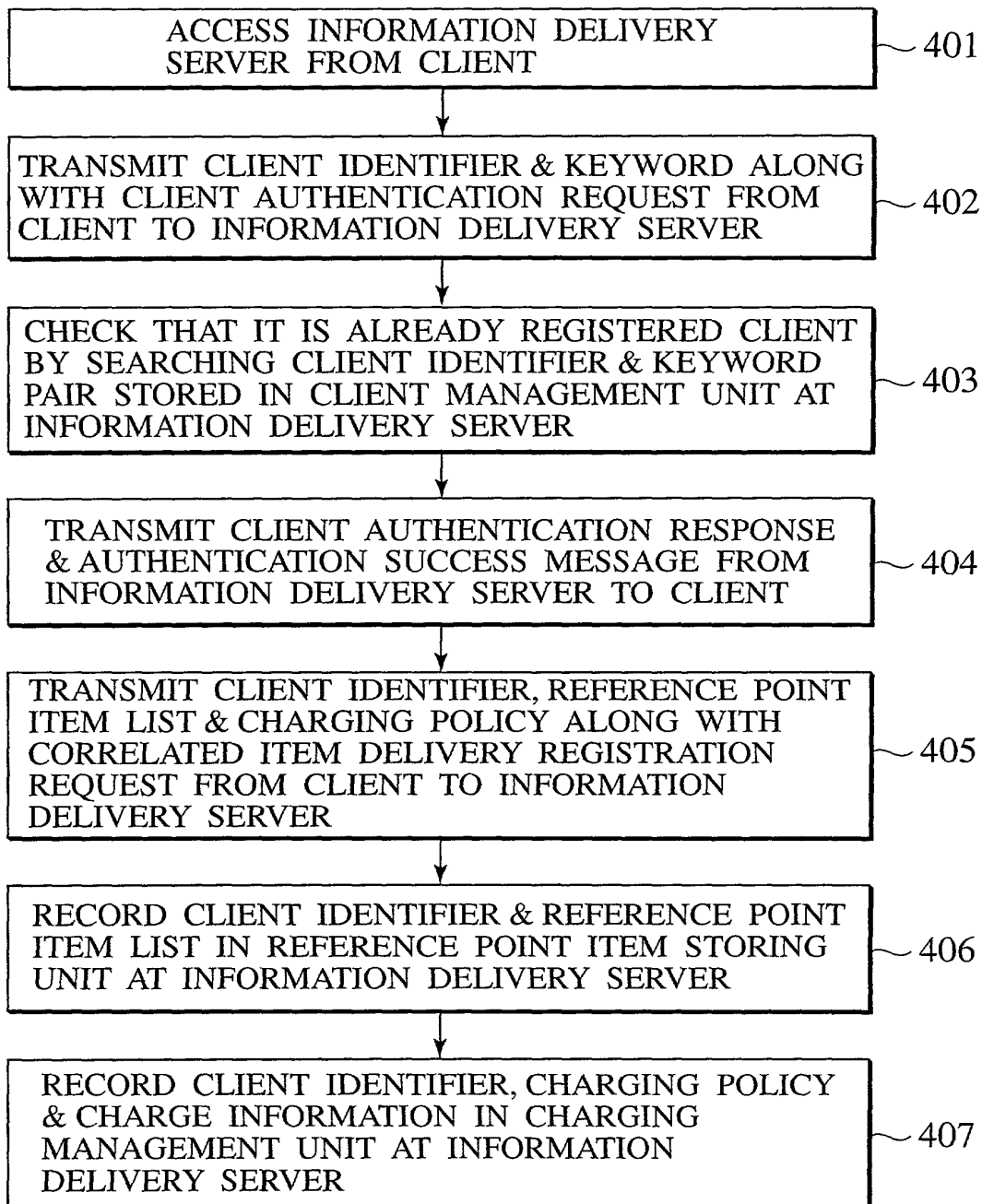


FIG.5

CORRELATED ITEM DETECTION (OVERALL)

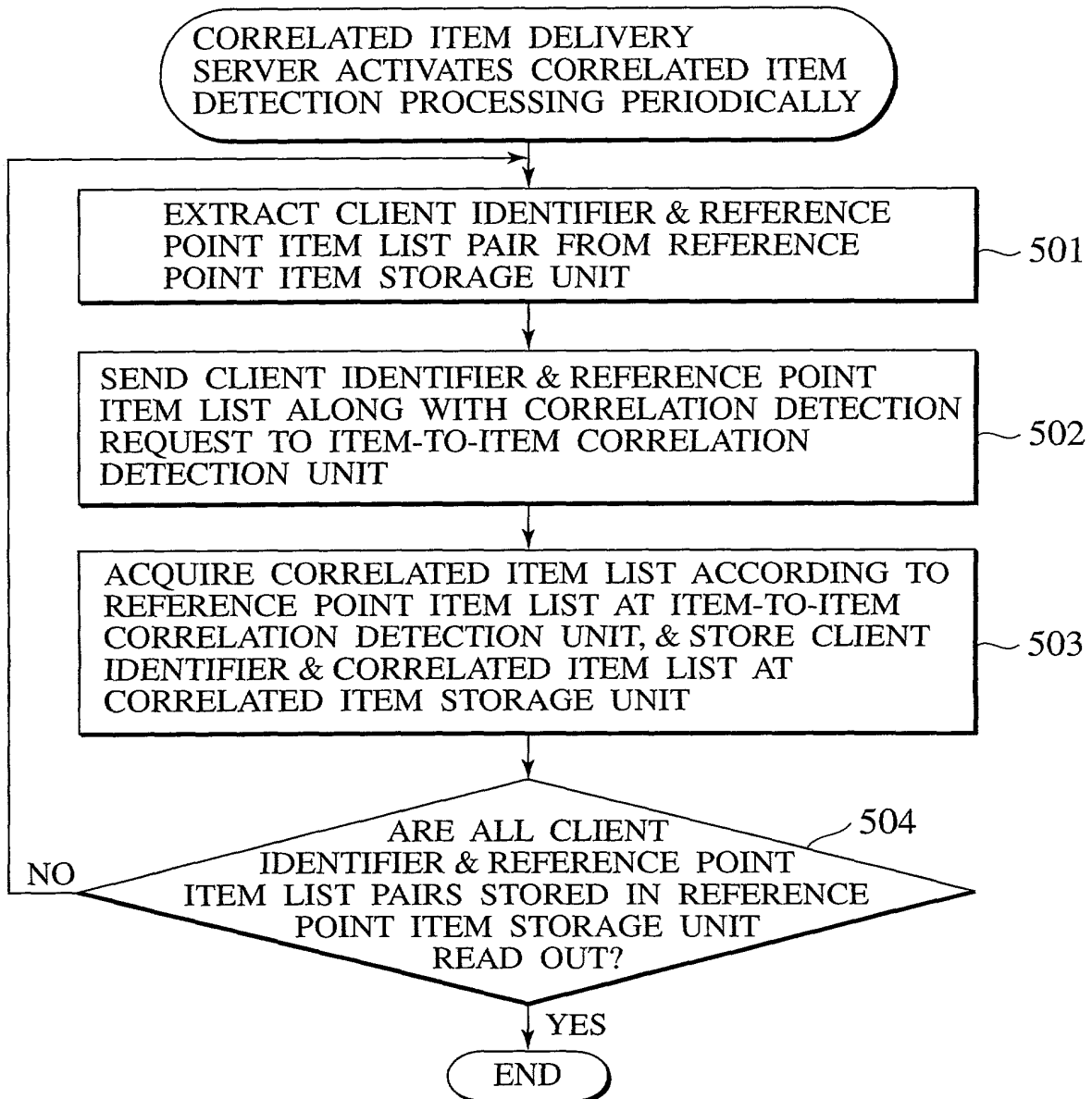


FIG.6

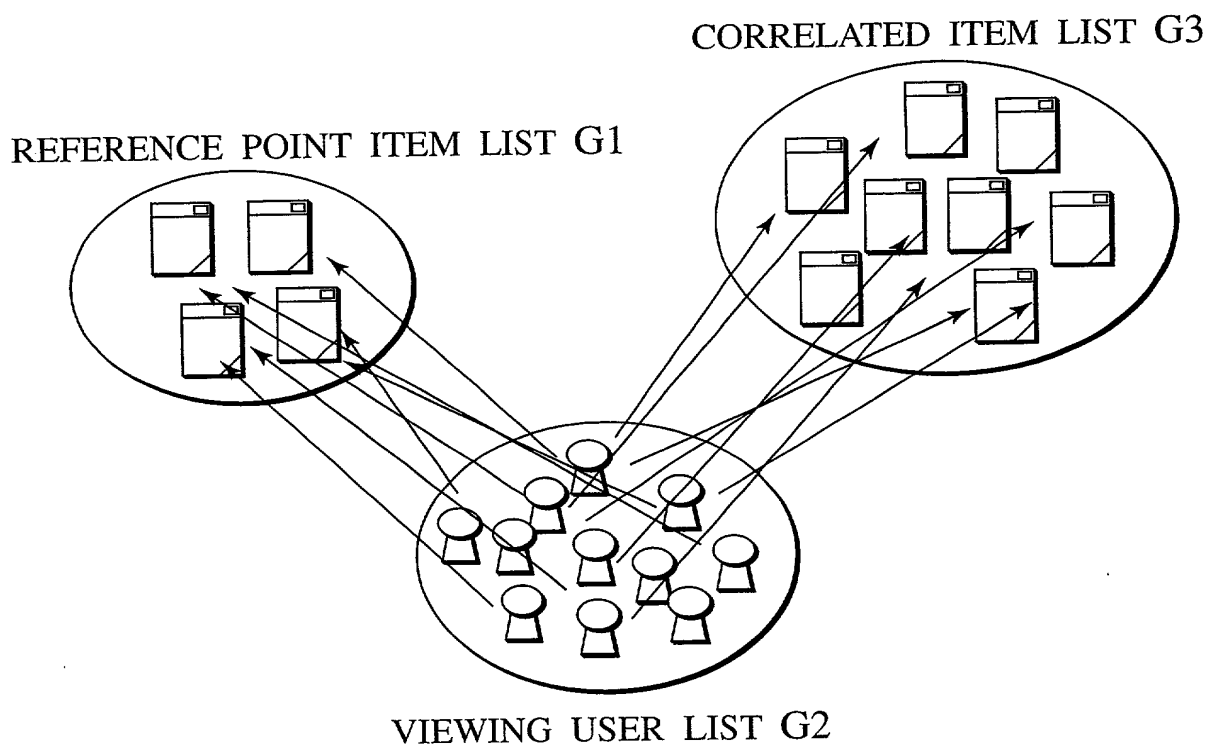


FIG.7

CORRELATED ITEM DETECTION (DETAIL)

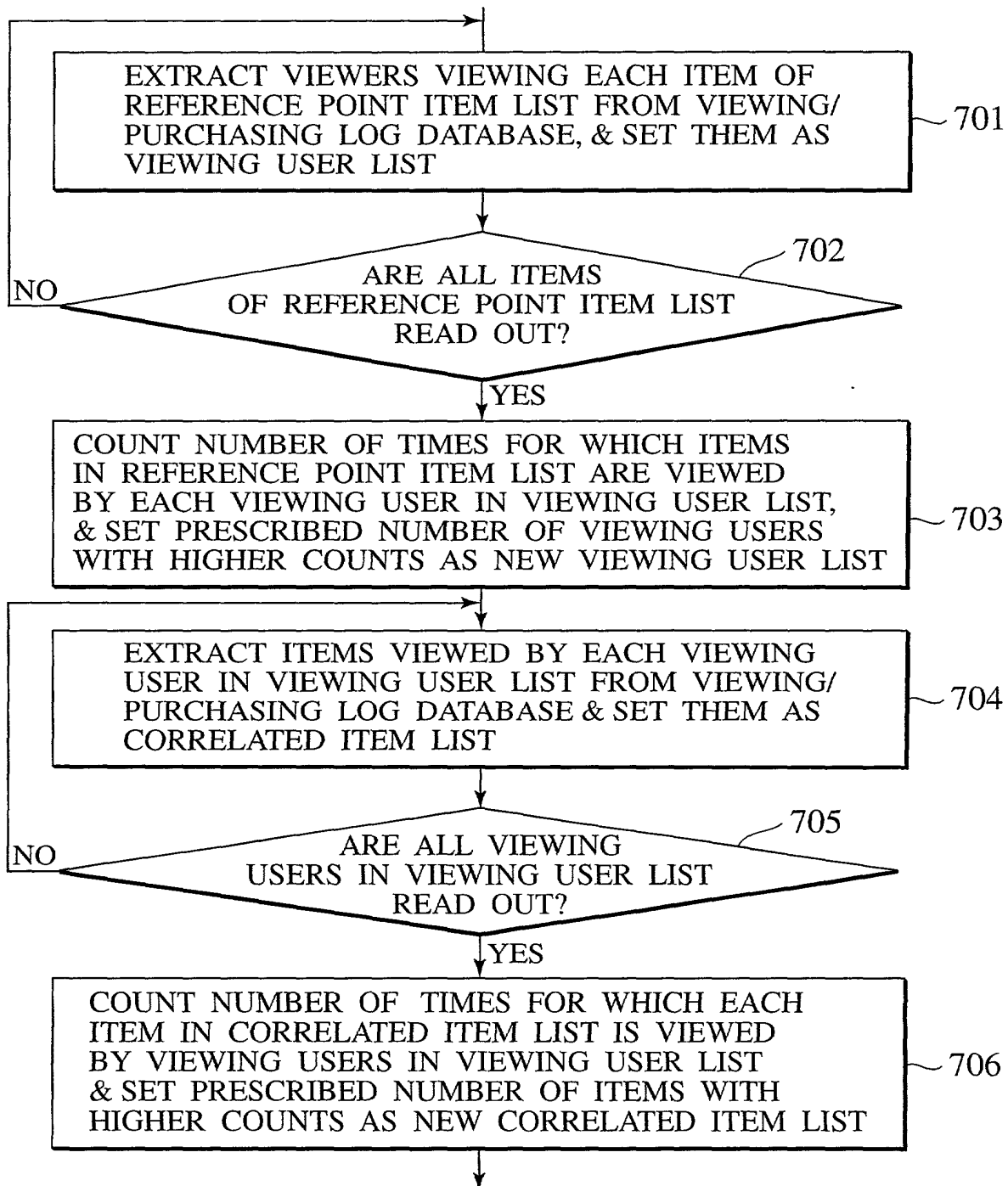


FIG.8

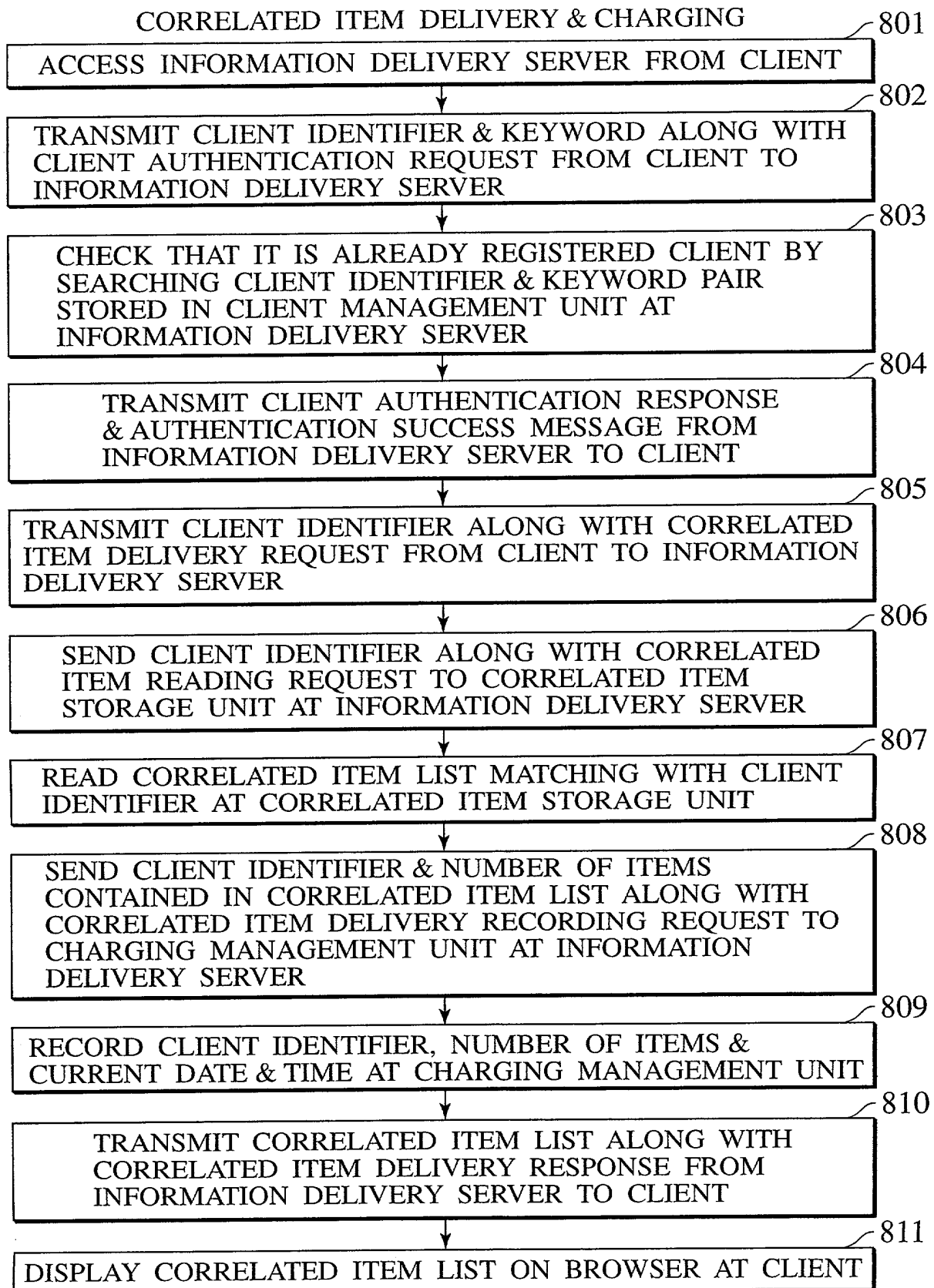


FIG.9

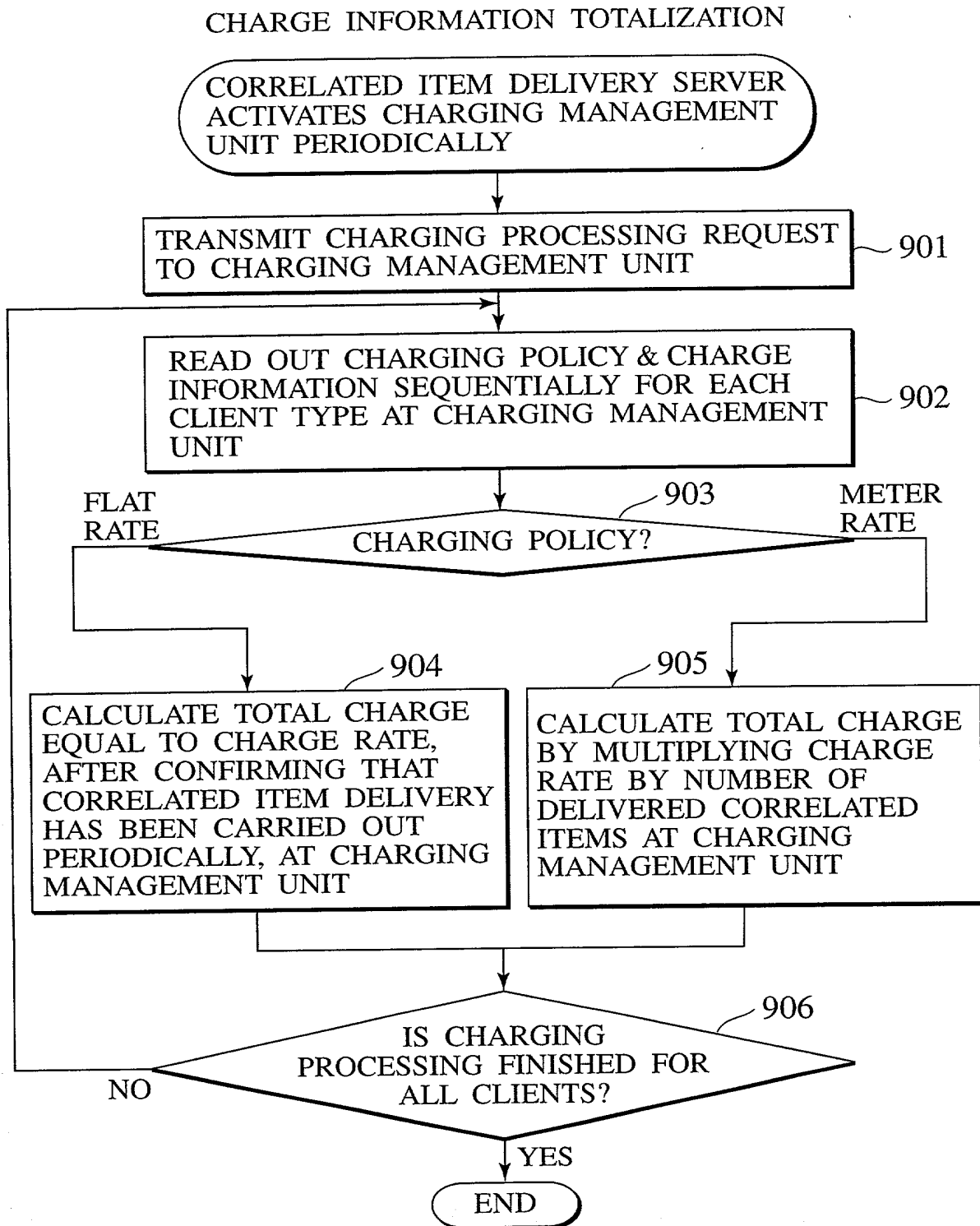


FIG.10

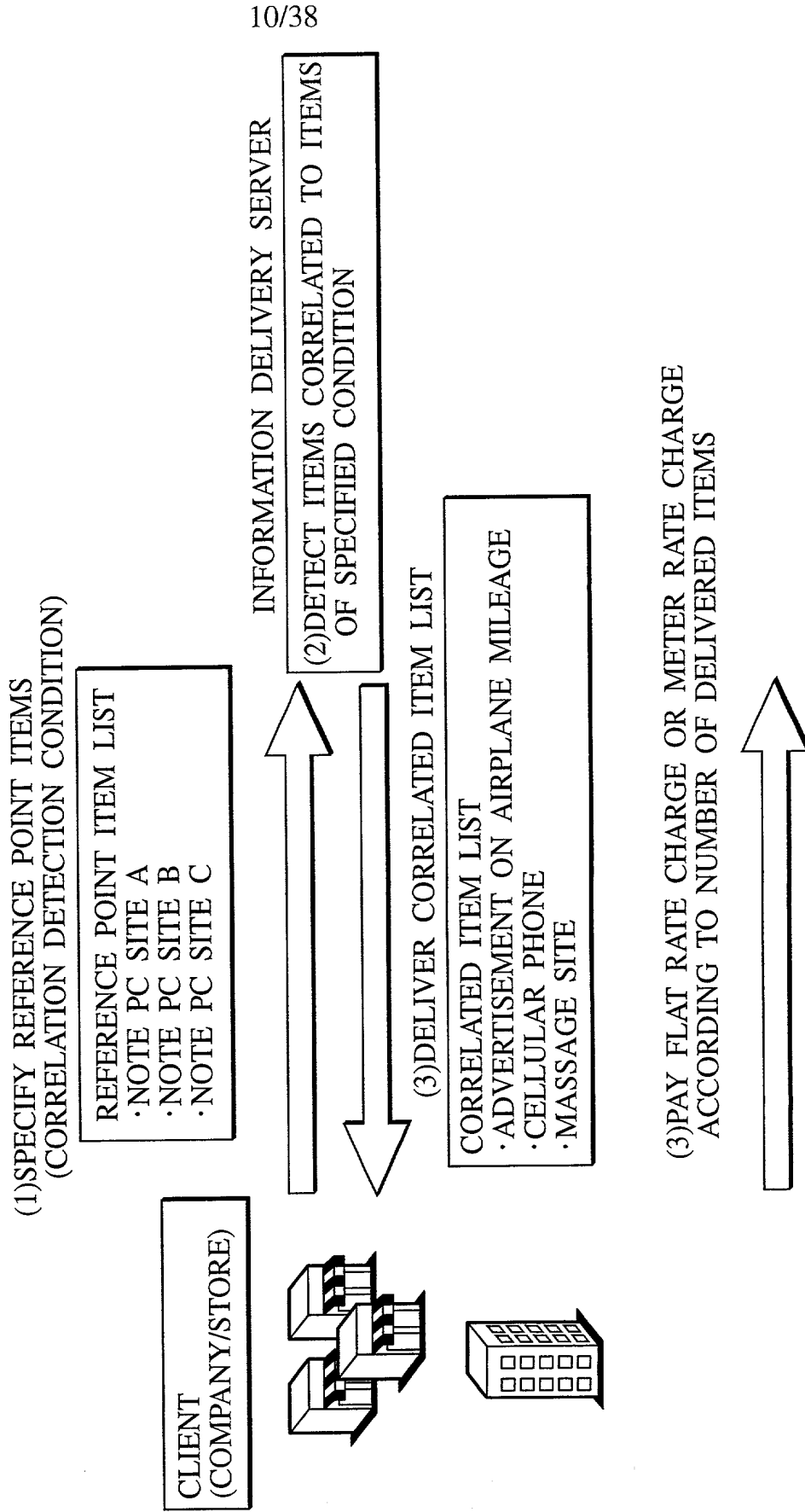


FIG.11

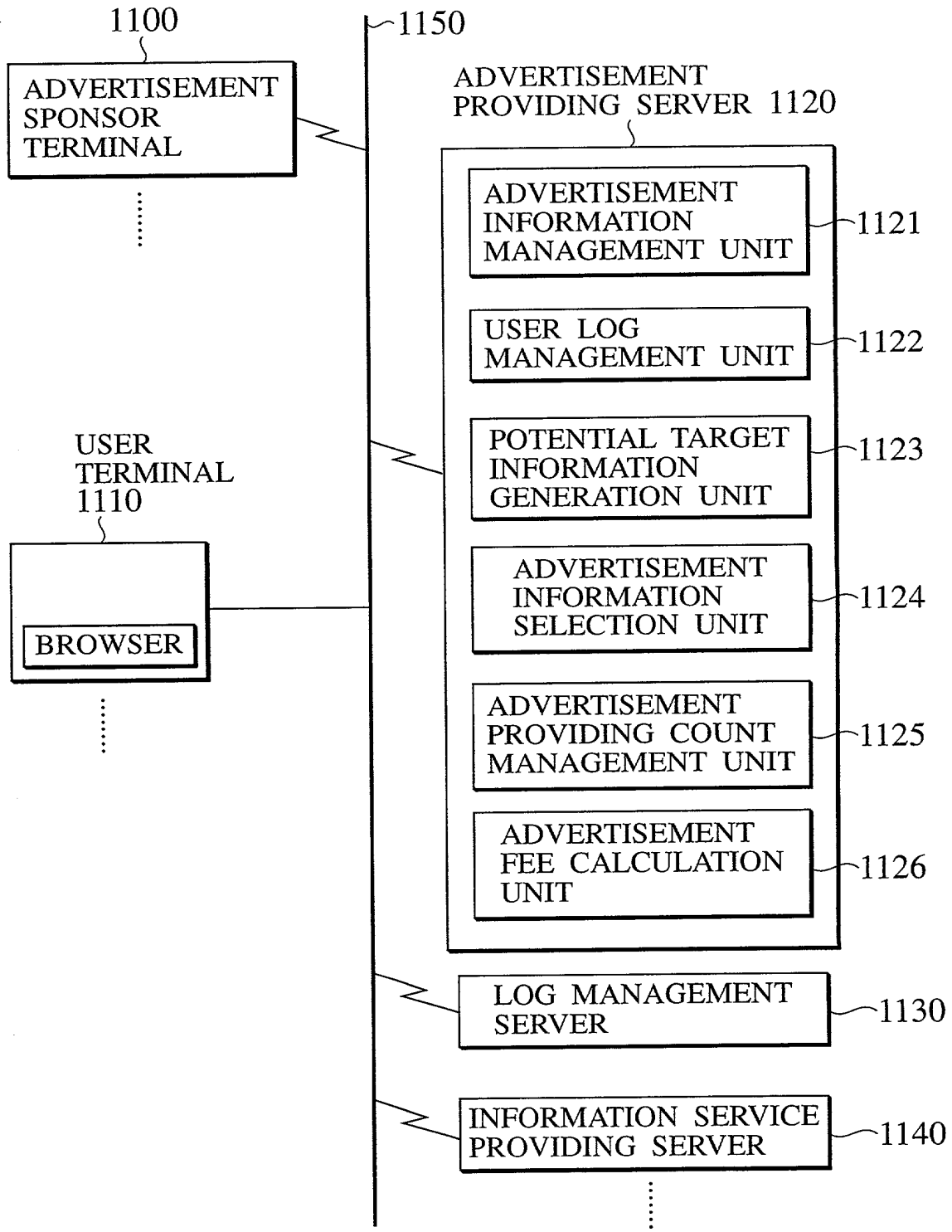


FIG.12

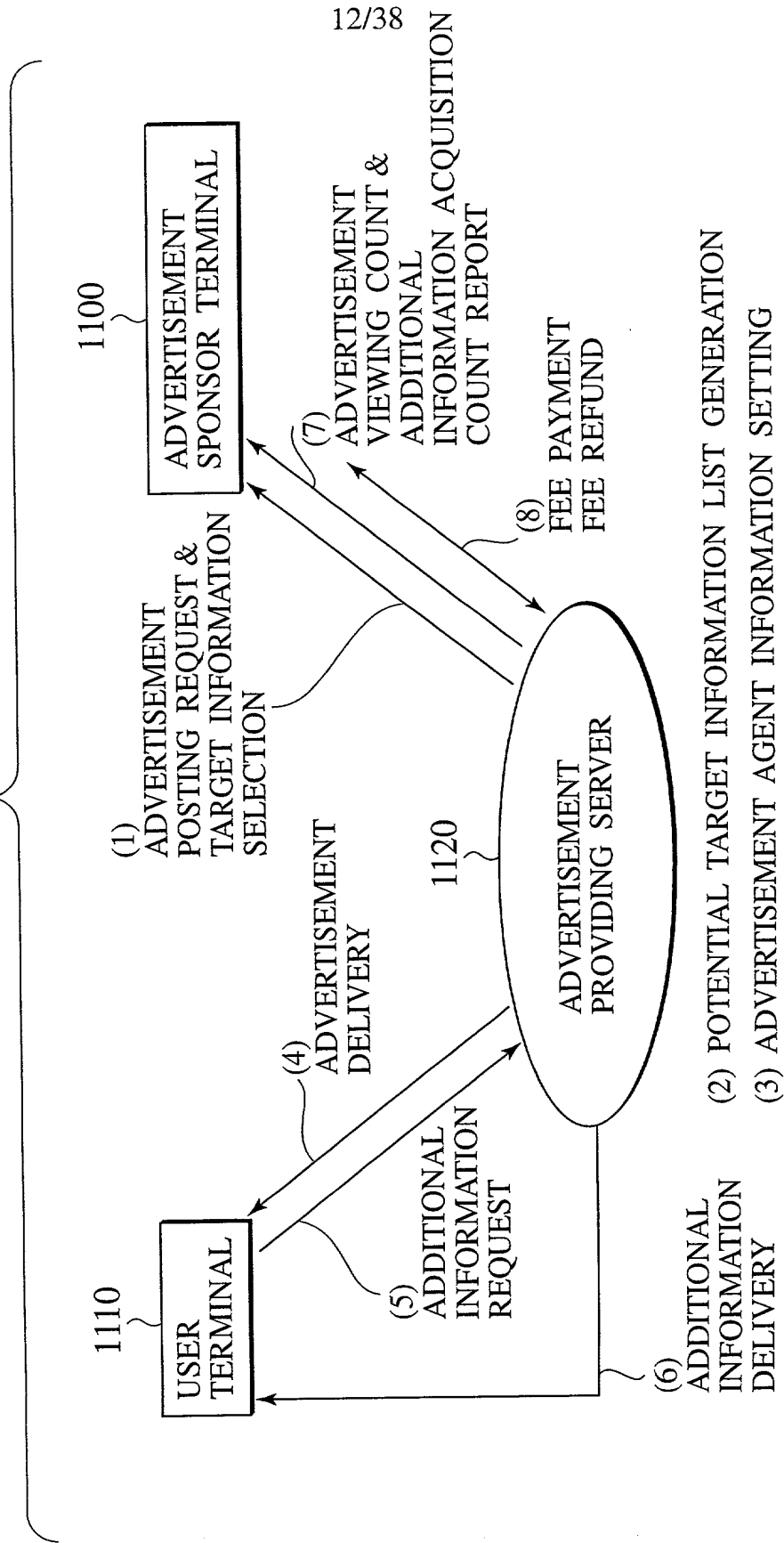


FIG.13

PRESENTATION INFORMATION G3

VIEWING INFORMATION G1

RELATED USERS G2

ADVERTISEMENT
PRESENTATION

USER: U0

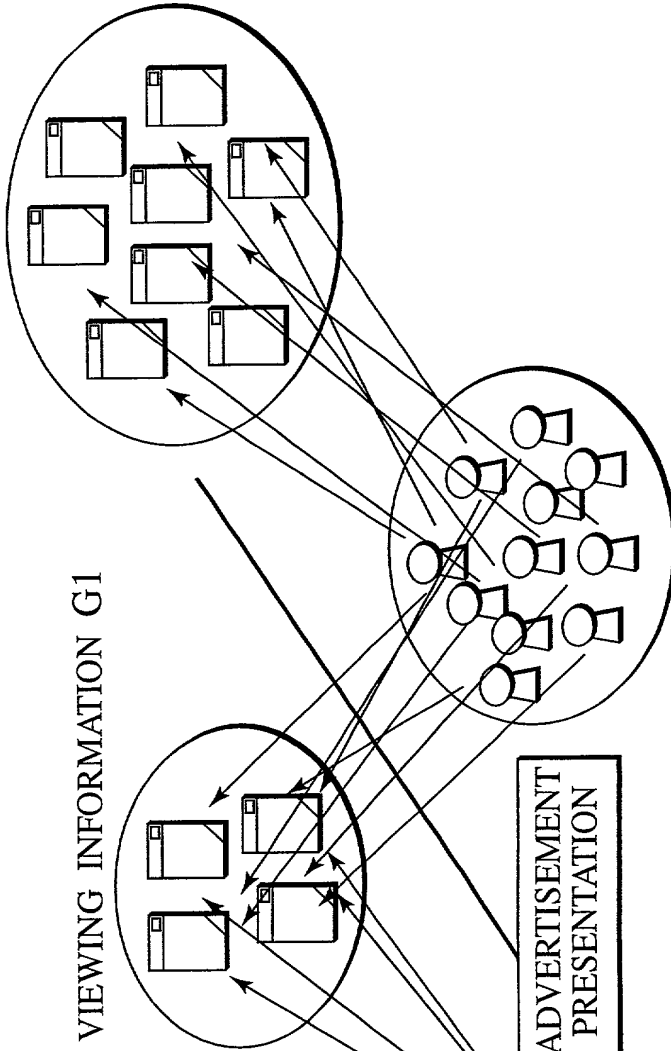


FIG.14

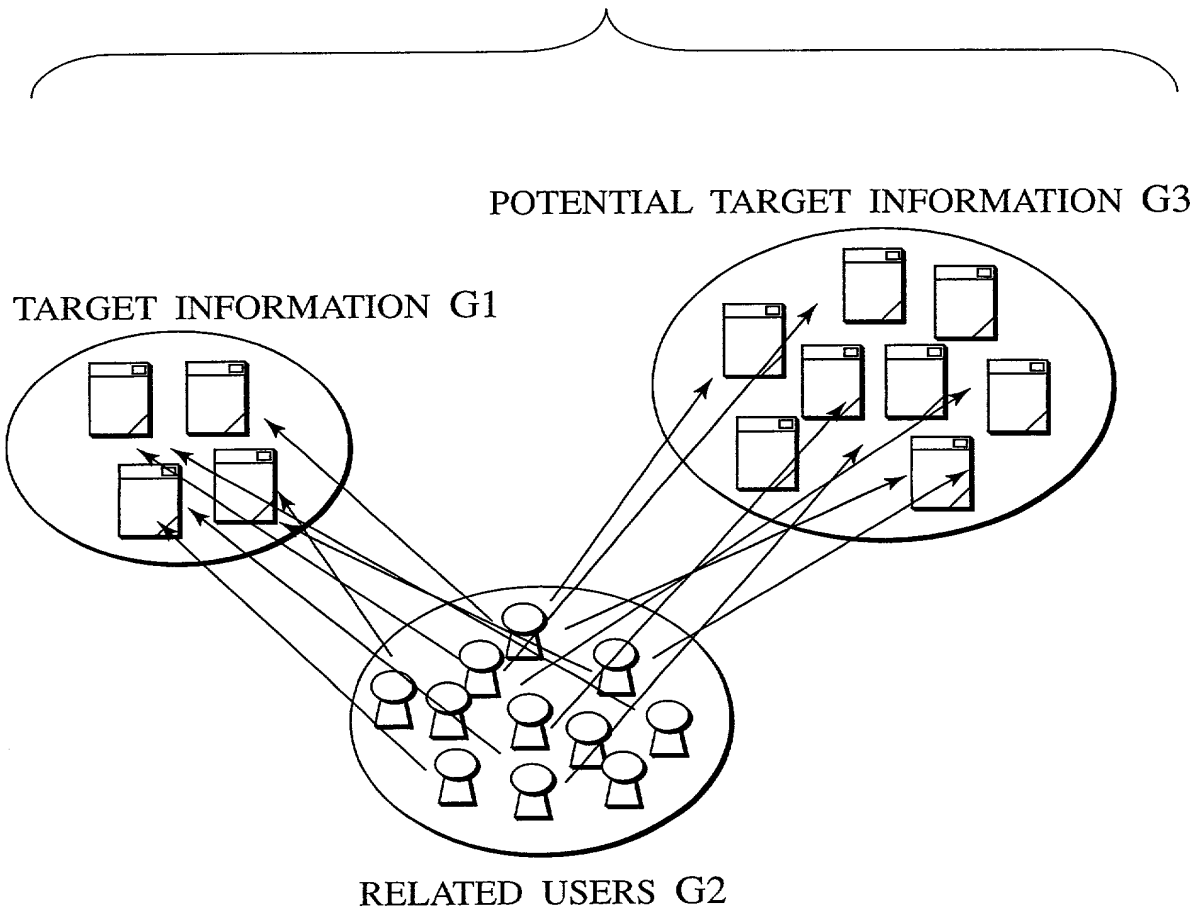


FIG.15

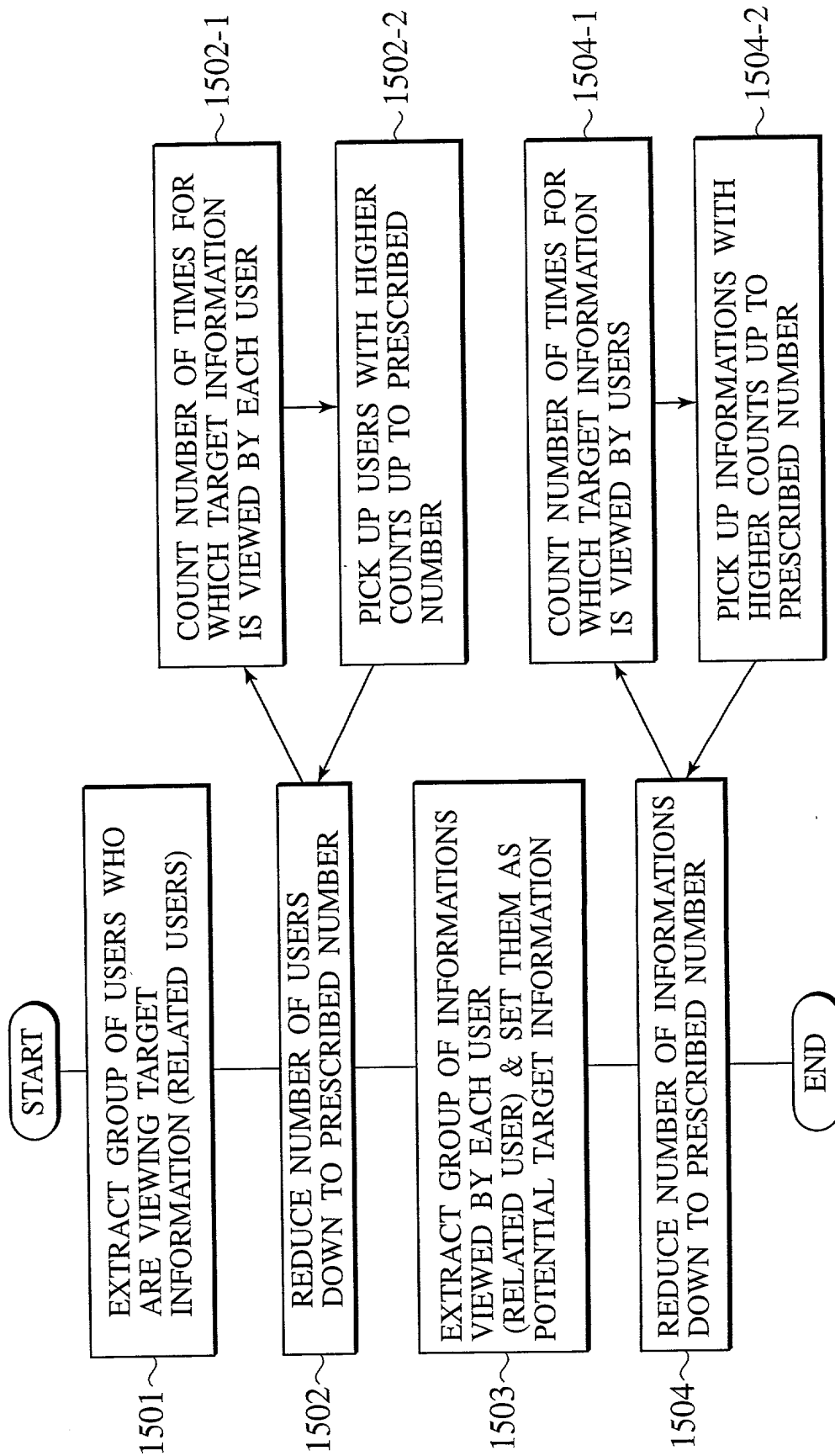


FIG.16

ADDITIONAL INFORMATION G3

VIEWING INFORMATION G1

ADVERTISEMENT AGENT G2

ADVERTISEMENT
PRESENTATION

USER: U0

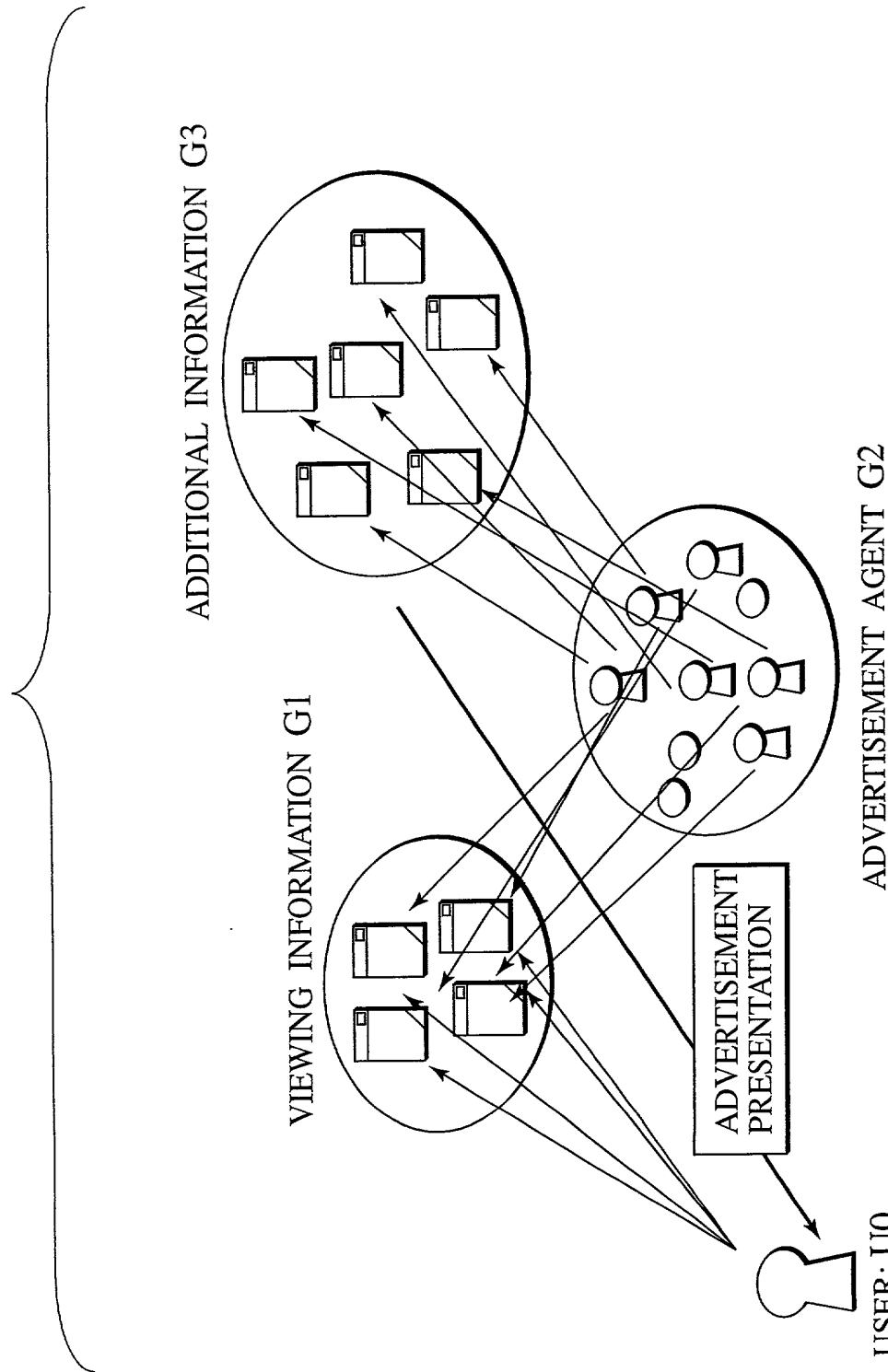


FIG.17

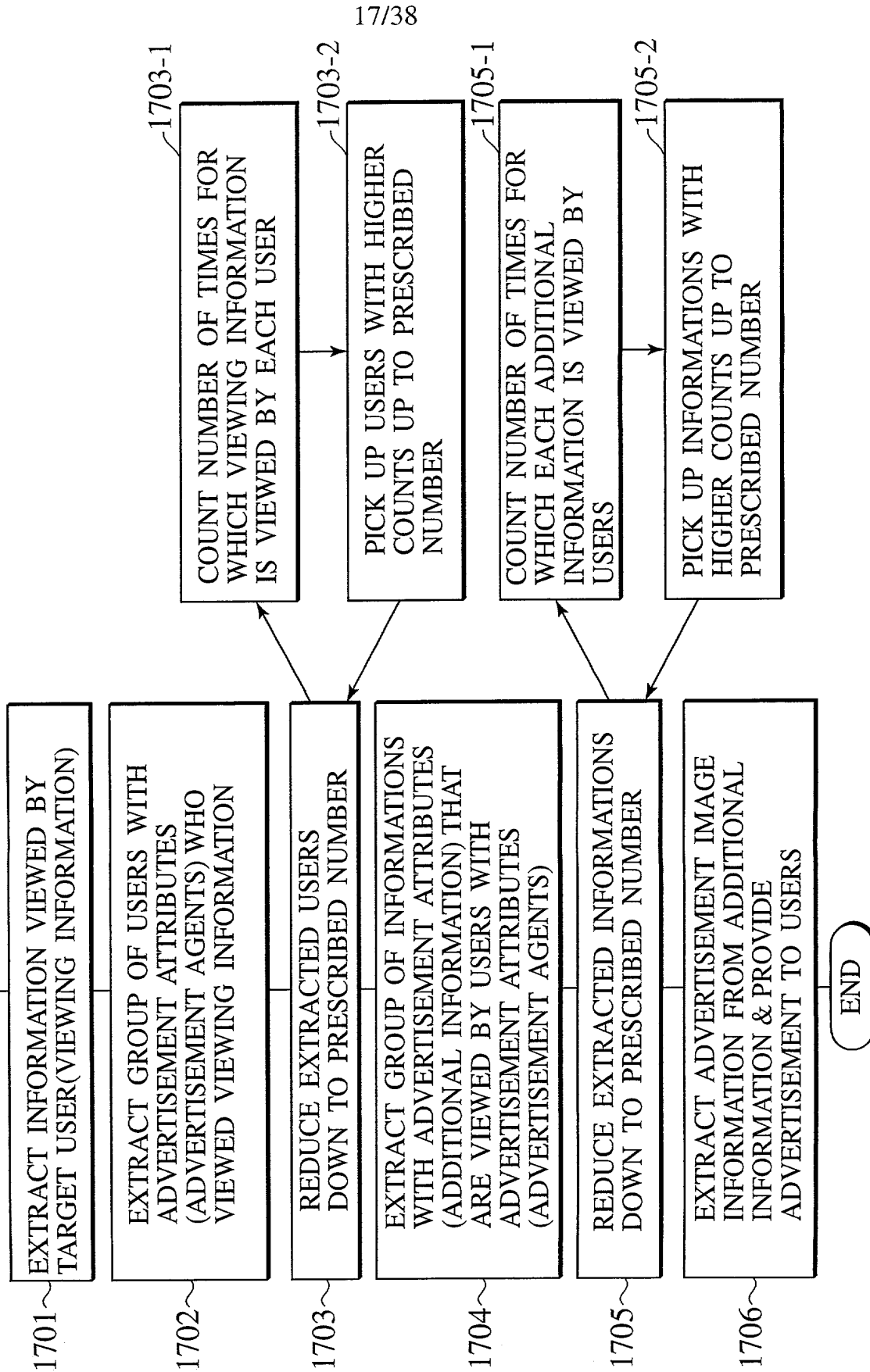


FIG.18

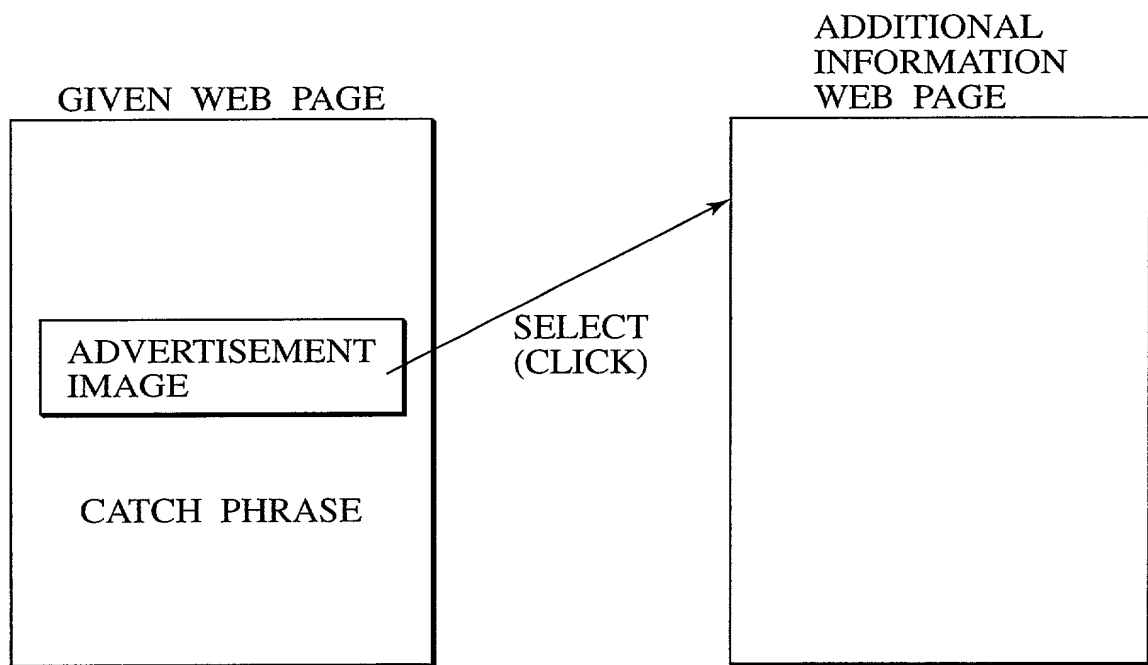


FIG.19

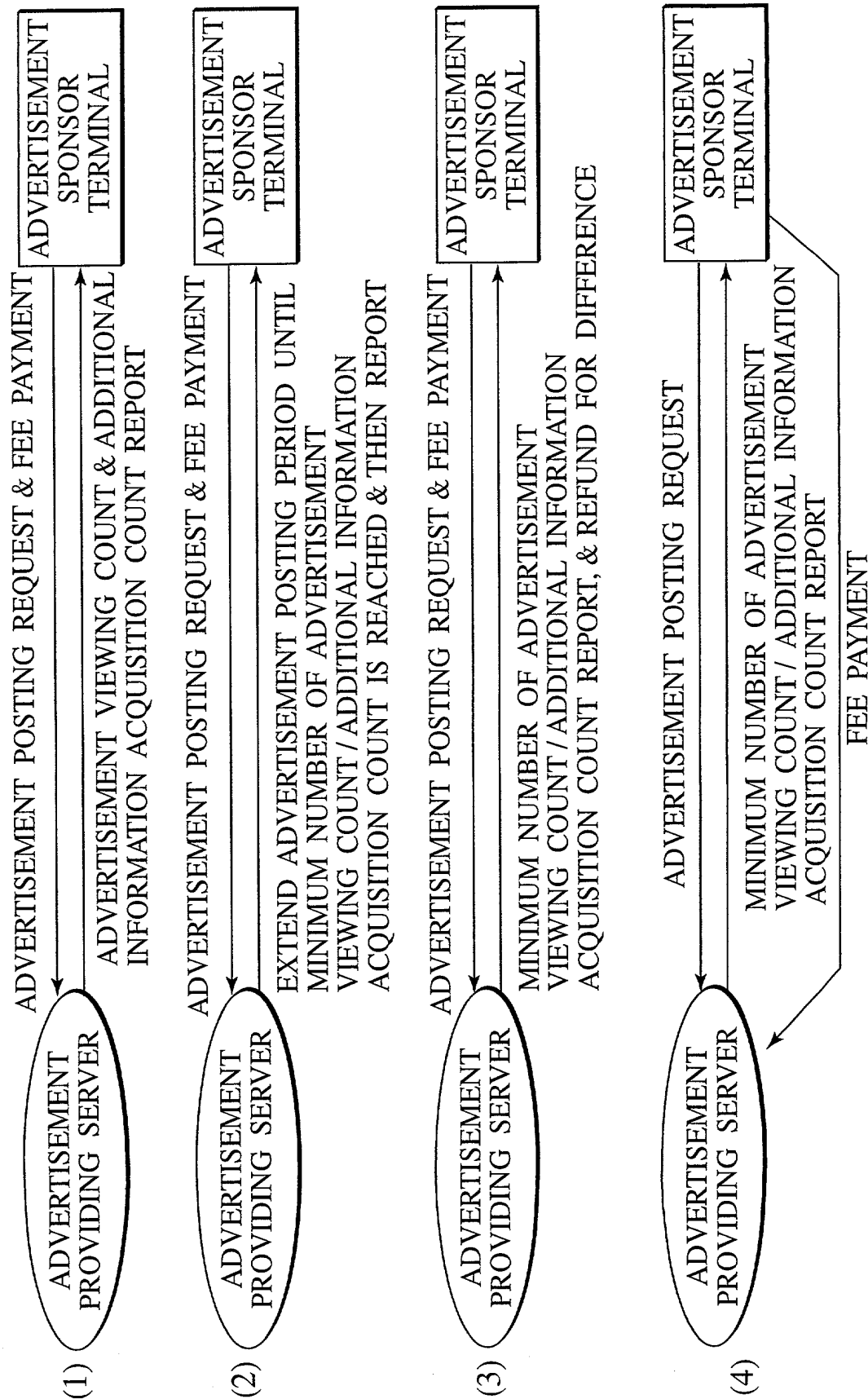


FIG.20

USER IDENTIFIER	ACCESS DATE & TIME	VIEWING/ ACTION
1	2000/3/25 11:35:15	VIEWED INF-A
3	2000/3/25 11:36:27	VIEWED INF-B
2	2000/3/25 11:41:33	VIEWED INF-D
1	2000/3/25 11:41:42	APPROVED ACT-A
2	2000/3/25 11:43:01	VIEWED INF-C

FIG.21

ADVERTISEMENT CONTENT STORAGE LOCATION	ADDITIONAL INFORMATION STORAGE LOCATION	PERIOD FOR POSTING ADVERTISEMENT
AD-1	REF-1	2000/3/1-3/30
AD-2	REF-2	2000/3/15-4/14
	

FIG.22

TARGET INFORMATION
INF-A
INF-C
INF-XX
.....
INF-ABC
INF-DDD

FIG.23

POTENTIAL TARGET INFORMATION
INF-FF
INF-CCC
INF-XXX
.....
INF-DEF
INF-RRR

FIG.24

USER IDENTIFIER	ACCESS DATE & TIME	VIEWING/ ACTION
100001	2000/3/28 00:00:00	VIEWED REF-1
100001	2000/3/28 00:00:00	VIEWED INF-A
100001	2000/3/28 00:00:00	VIEWED INF-C
100001	2000/3/28 00:00:00	VIEWED INF-XX
100001	2000/3/28 00:00:00	VIEWED INF-ABC
100001	2000/3/28 00:00:00	VIEWED INF-DDD
	
100001	2000/3/28 00:00:00	VIEWED INF-FF
100001	2000/3/28 00:00:00	VIEWED INF-CCC
100001	2000/3/28 00:00:00	VIEWED INF-XXX
100001	2000/3/28 00:00:00	VIEWED INF-DEF
100001	2000/3/28 00:00:00	VIEWED INF-RRR

FIG.25

USER IDENTIFIER	ATTRIBUTE
1	GENERAL
2	GENERAL
3	GENERAL
.....
100001	ADVERTISEMENT
100002	ADVERTISEMENT

INFORMATION IDENTIFIER	ATTRIBUTE
INF-A	GENERAL
INF-B	GENERAL
INF-C	GENERAL
.....
REF-1	ADVERTISEMENT
REF-2	ADVERTISEMENT

FIG.26

ADVERTISEMENT CONTENT		ADDITIONAL INFORMATION	PERIOD FOR POSTING
ADVERTISEMENT IMAGE(URL)	CATCH PHRASE	STORAGE LOCATION(URL)	FROM-TO
/ad/ad-1.gif	PC WITH CAMERA!	http://xxx.xx/ad/camerapc.htm	2000/4/1-4/30

FIG.27

TARGET INFORMATION
/inf/camera.htm
/inf/notepc.htm
/inf/desktoppc.htm
.....
/inf/videocamera.htm
/inf/8mmcamera.htm

FIG.28

POTENTIAL TARGET INFORMATION
/inf/pc/uresuji.htm
/inf/pc/osusume.htm
/inf/pict/software.htm
.....
/misc/go-abroad.htm
/misc/idol.htm

FIG.29

USER IDENTIFIER	ACCESS DATE & TIME	VIEWING/ACTION
100001	2000/3/28 00:00:00	http://xxx.xx/ad/camerapc.htm
100001	2000/3/28 00:00:00	/inf/camera.htm
100001	2000/3/28 00:00:00	/inf/notepc.htm
100001	2000/3/28 00:00:00	/inf/desktoppc.htm
100001	2000/3/28 00:00:00	/inf/videocamera.htm
100001	2000/3/28 00:00:00	/inf/8mmcamera.htm
	
100001	2000/3/28 00:00:00	/inf/pc/uresuji.htm
100001	2000/3/28 00:00:00	/inf/pc/osusume.htm
100001	2000/3/28 00:00:00	/inf/pict/software.htm
100001	2000/3/28 00:00:00	/misc/go-abroad.htm
100001	2000/3/28 00:00:00	/misc/idol.htm

FIG.30

USER IDENTIFIER	ATTRIBUTE
1	GENERAL
2	GENERAL
3	GENERAL
.....
100001	ADVERTISEMENT
100002	ADVERTISEMENT

INFORMATION	ATTRIBUTE
/inf/camera.htm	GENERAL
/inf/notepc.htm	GENERAL
/inf/desktoppc.htm	GENERAL
.....
http://xxx.xx/ad/camerapc.htm	ADVERTISEMENT
//vvvvv.cc.jp/ad/book.htm	ADVERTISEMENT

FIG.31

POSTING MONITORING TARGET	SCHEDULED NUMBER OF TIMES FOR POSTING	UNIT CHARGE
/ad/ad-1.gif	100000	¥3
http://xxx.xx/ad/camerapc.htm	1000	¥100

TOTAL CHARGE : ¥400,000

FIG.32

POSTING MONITORING TARGET	POSTING COUNT
/ad/ad-1.gif	85326
http://xxx.xx/ad/camerapc.htm	728

POSTING PERIOD 2000/4/1-4/30

FIG.33

POSTING MONITORING TARGET	POSTING COUNT	2000/4/1- 4/30	2000/5/1- 5/15
/ad/ad-1.gif	126610	85326	41284
http://xxx.xx/ad/camerapc.htm	1043	728	315

FIG.34

POSTING MONITORING TARGET	POSTING COUNT
/ad/ad-1.gif	85326
http://xxx.xx/ad/camerapc.htm	728

POSTING PERIOD 2000/4/1-4/30

71222

¥71000
REFUND

FIG.35

POSTING MONITORING TARGET	UNIT CHARGE
/ad/ad-1.gif	¥3
http://xxx.xx/ad/camerapc.htm	¥100

FIG.36

POSTING MONITORING TARGET	POSTING COUNT
/ad/ad-1.gif	85326
http://xxx.xx/ad/camerapc.htm	728

328778

POSTING PERIOD 2000/4/1-4/30

¥328,000
CHARGED

FIG.37

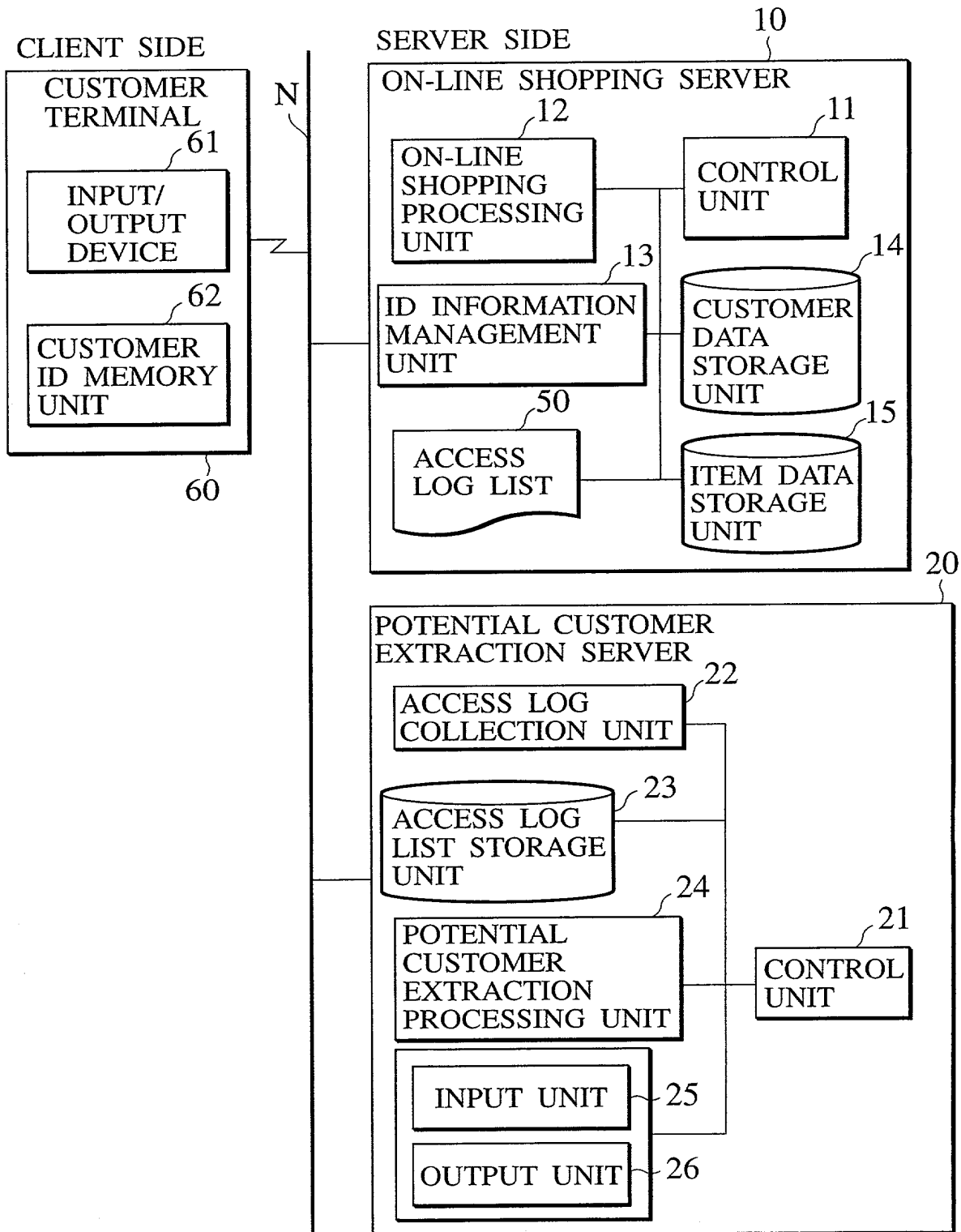
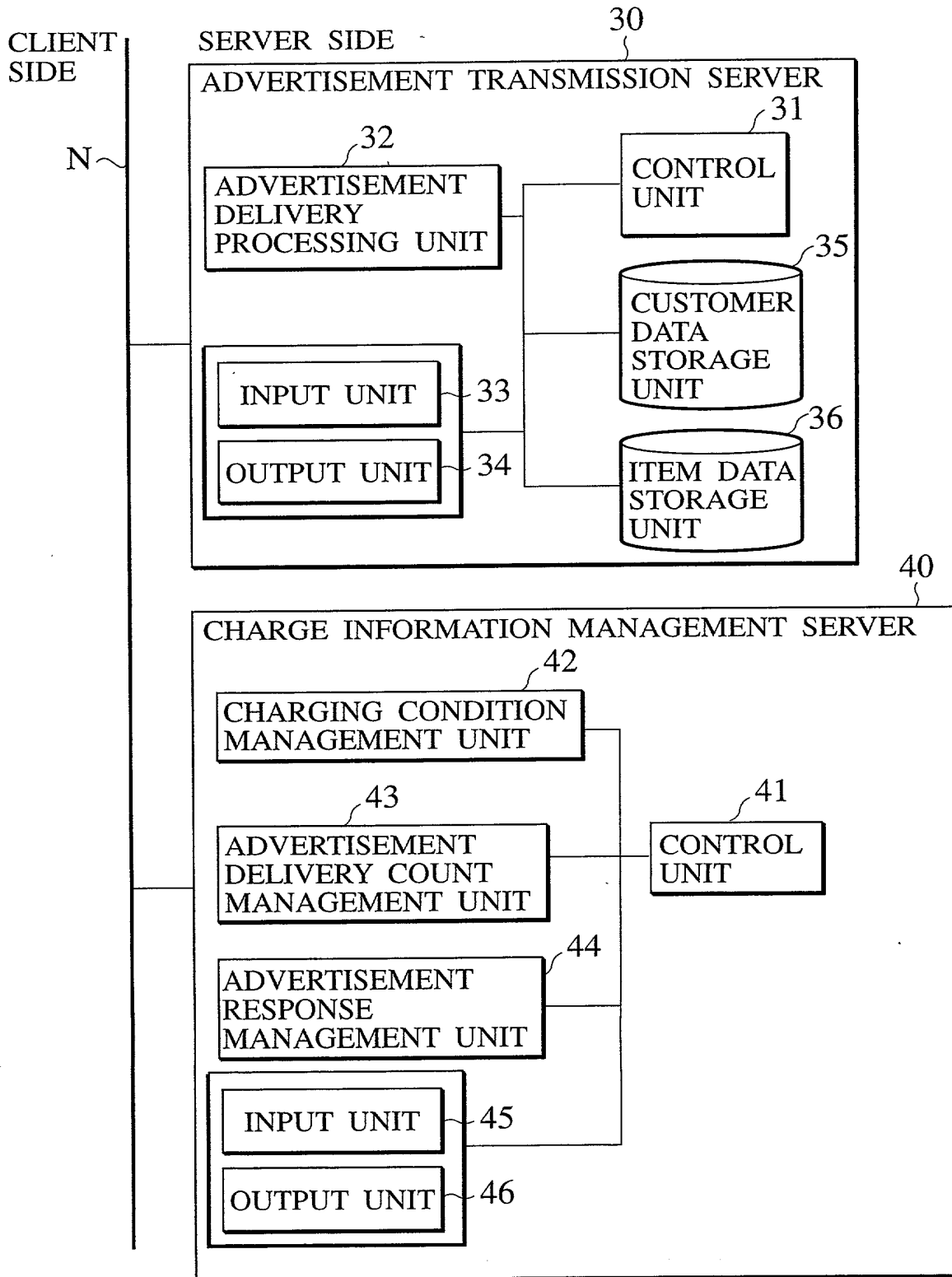


FIG.38

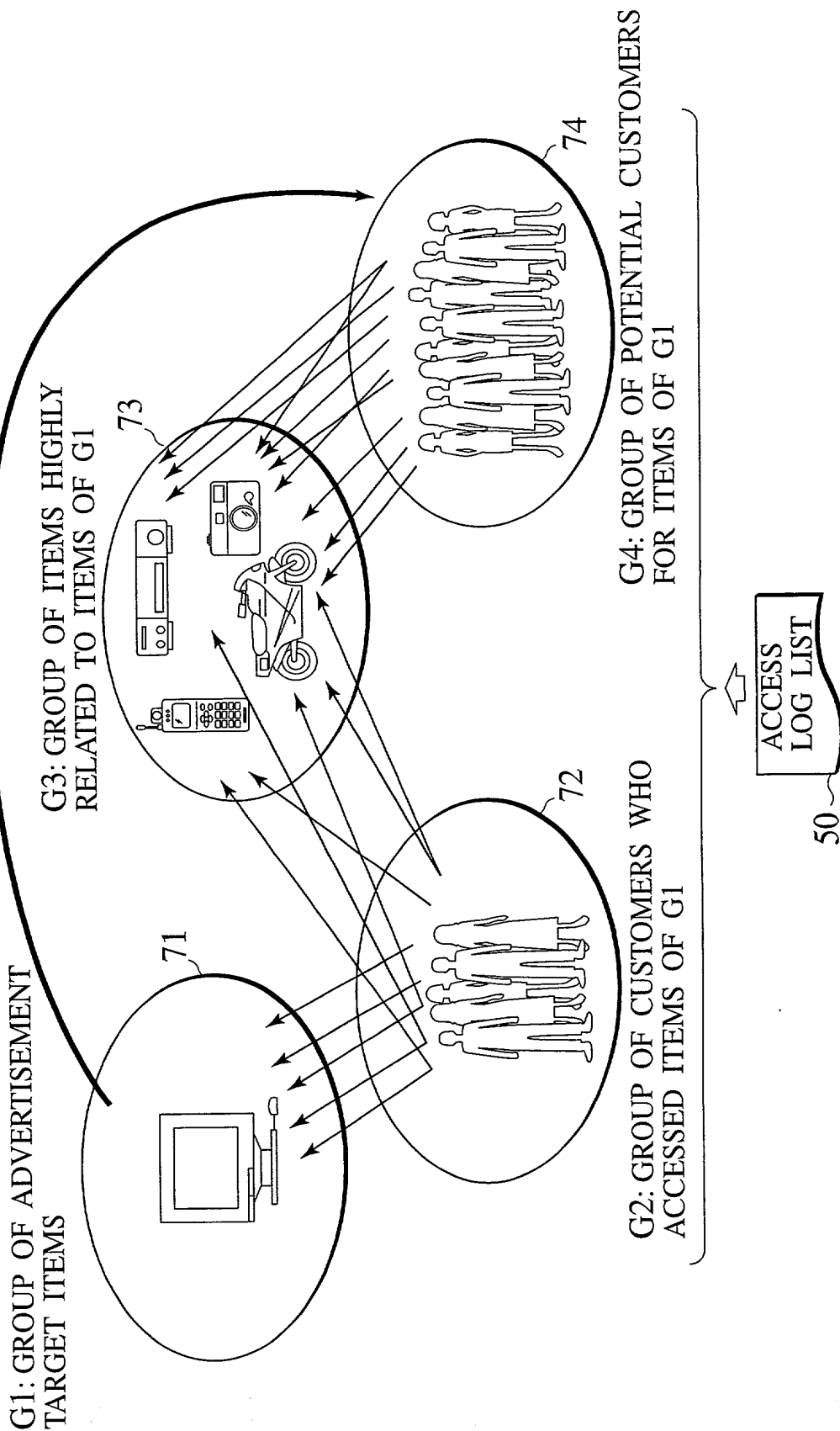


50.

[illegible]

FIG. 40

ITEM INFORMATION IS DELIVERED TO CUSTOMERS WHO ARE POTENTIALLY LIKELY TO HAVE INTERESTS



[illegible]

FIG.43

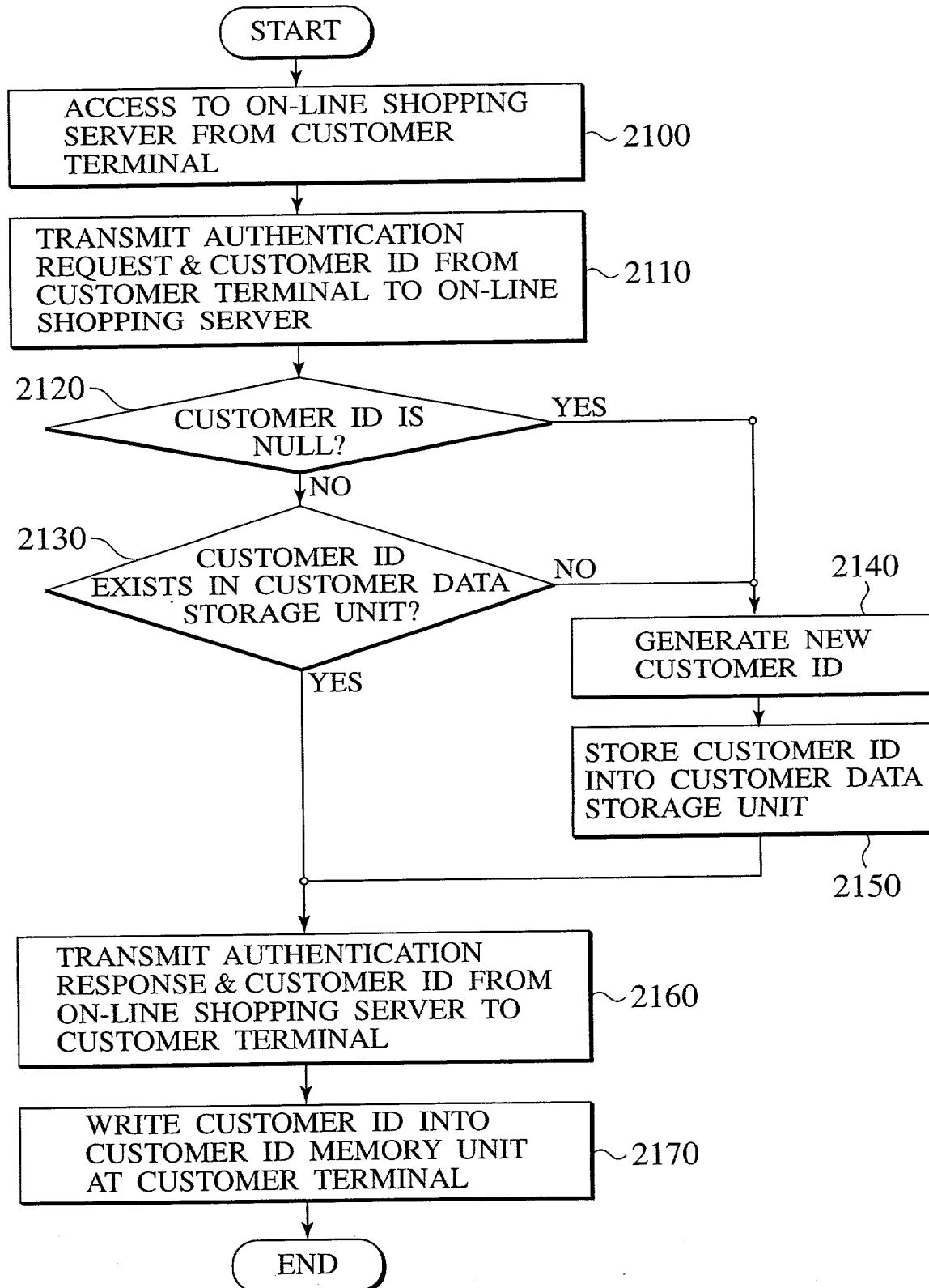


FIG.44

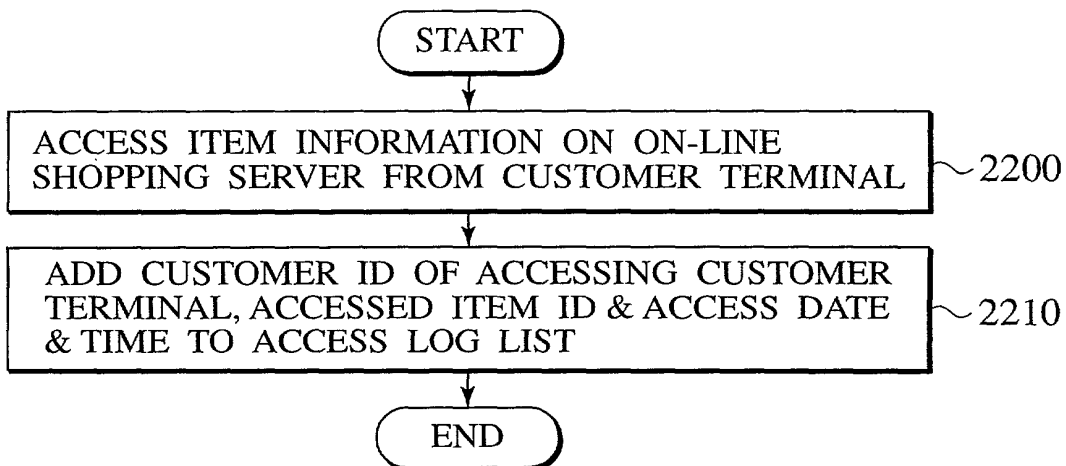


FIG.45

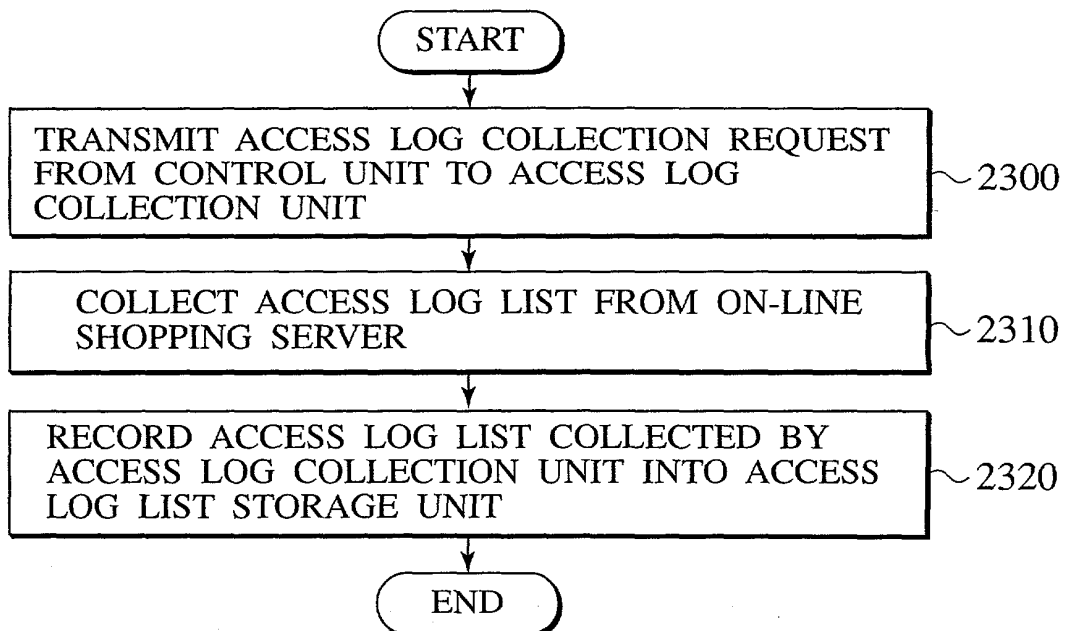


FIG.46

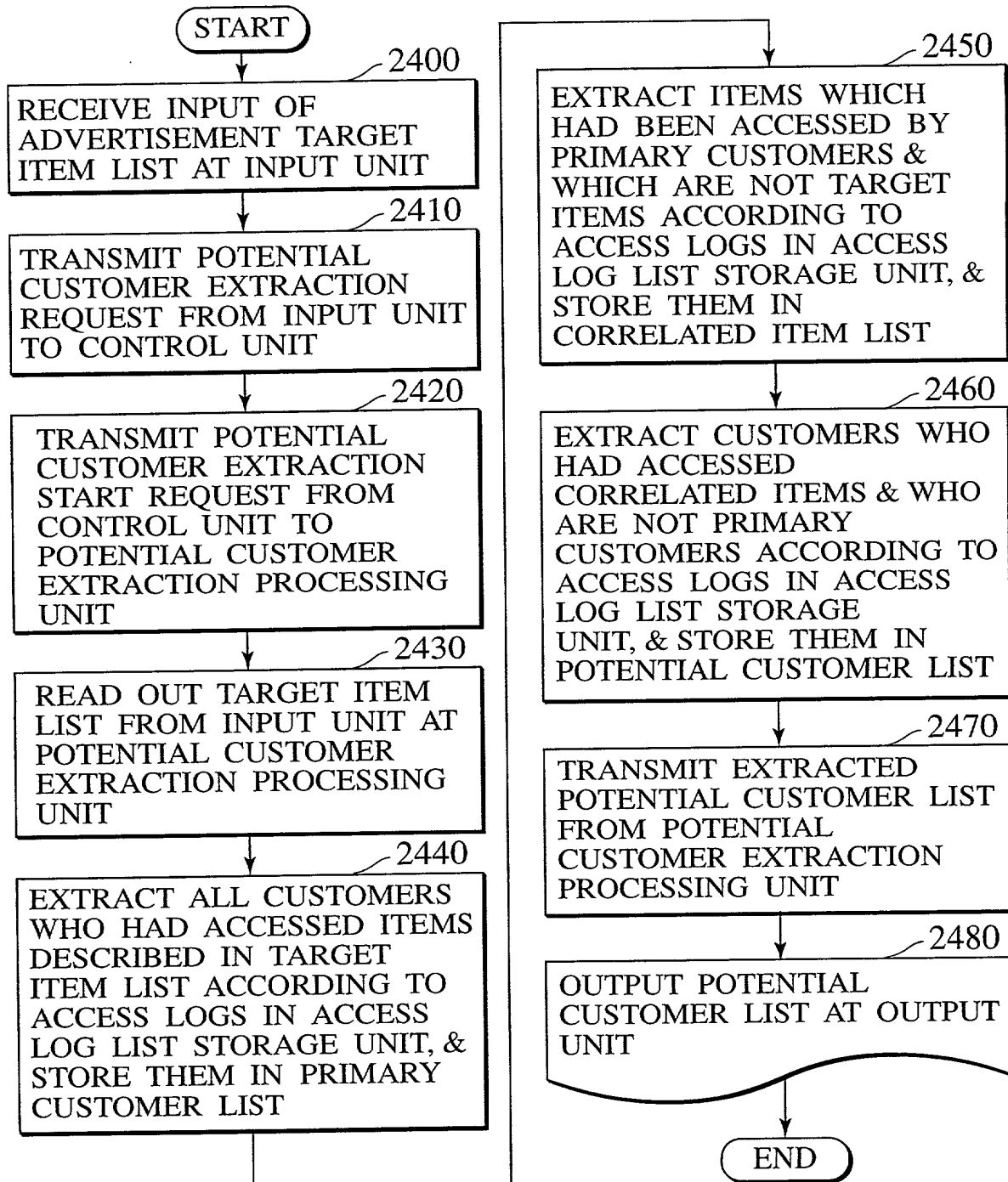


FIG.47

